GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:1125
ANSWERED ON:29.04.2016
Delay of Payment
Ramachandran Shri Krishnan Narayanasamy

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Directorate of Advertising and Visual Publicity (DAVP) has delayed the payment for advertisements to newspapers and TV channels;

(b) if so, the details thereof and the reasons therefor, newspaper and TV channel-wise and State/UT-wise; and

(c) the corrective measures taken by the Government in this regard?

Answer

MINISTER OF STATE IN THE MINISTRY OF INFORMATION & BROADCASTING {COL RAJYAVARDHAN RATHORE (Retd.)}

(a) to (c) DAVP, being the nodal advertising department for the Government of India, releases advertisements on behalf of different Ministries/Departments. DAVP releases payments to newspapers and other media organizations, based on the funds released by the client Ministries/Departments. In some cases, due to delayed availability of funds, payments to media organizations get delayed. The details of pendency in release of payments to be made by DAVP for advertisements released in newspaper (Print Media) and TV-Channel-wise and State/UT-wise is placed at Annexure-I and II respectively. However, DAVP makes constant efforts to urge client Ministries/Departments regarding their pendency.

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